



BEYOND BREEZE CARDS: NEXT-GEN FARE COLLECTION

Strategic Approach and Path Forward

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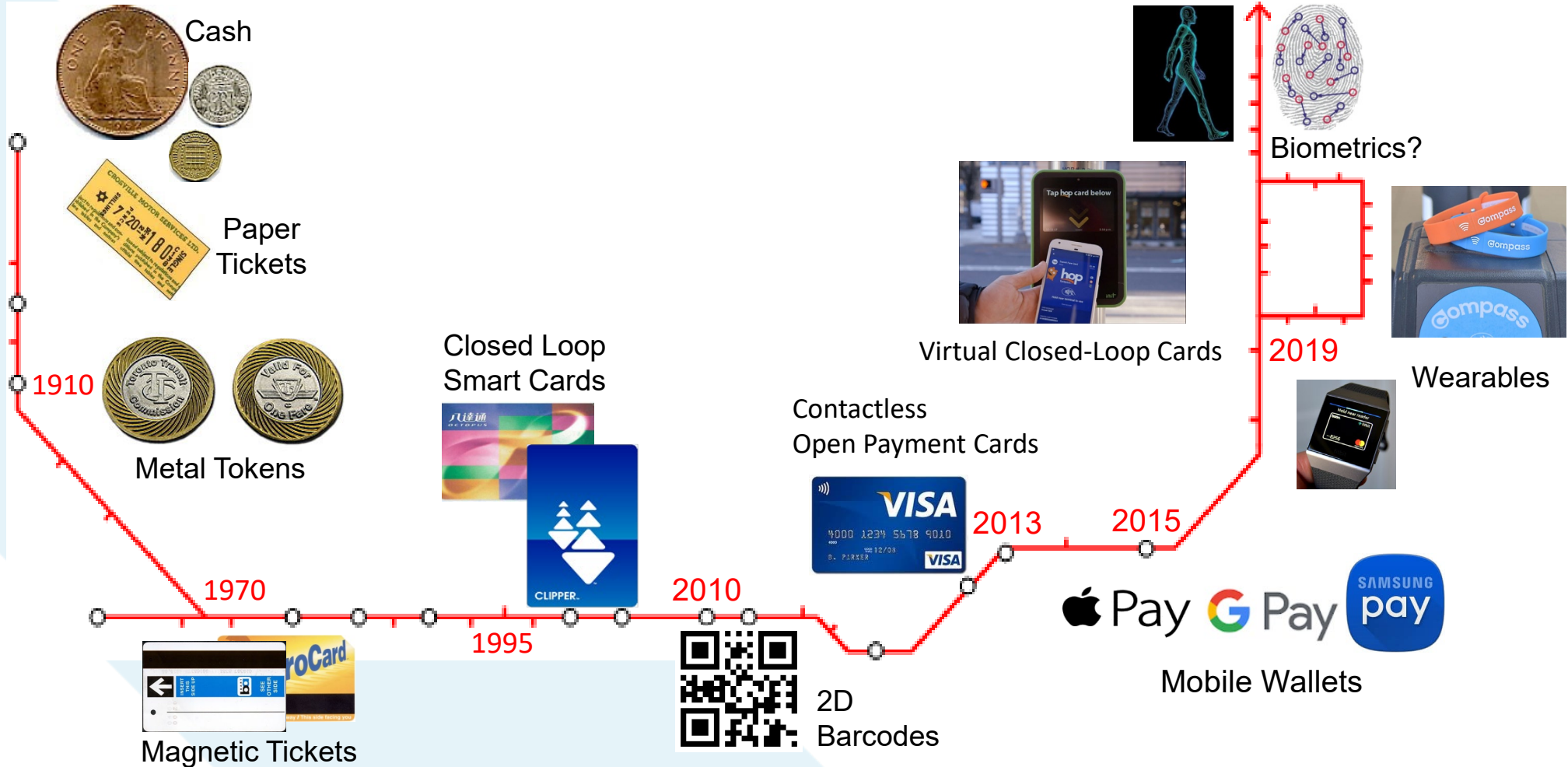
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AFC 2.0 Program Update

- ✓ Developed Guiding Principles
- ✓ Researched Industry Trends
- ✓ Partner on ATL Regional Fare Policy & Mobile Trip Planning App
- ✓ Drafting Customer Journey Map & Concept of Operations



Fare Payment Evolution



Automated Fare Collection (AFC) 2.0

A modern, state-of-the-art fare collection system to enhance customer experience, optimize agency operations and reduce costs.

Eight Guiding Principles



1. Maintain or improve the farebox recovery ratio
2. Create an equitable fare policy through system design
3. Enhance the customer experience through system design
4. Fare system that supports rail and bus operational efficiencies
5. Reduce the capital, operations and maintenance costs of the fare collection system
6. Support and encourage regional trips through system design
7. Interoperable with regional partners and transportation network companies
8. Consider and prepare for MARTA's future (e.g. new modes of service)

Foundation Requirements - Customers



- ✓ Account-based system
- ✓ Customer self-service
- ✓ Open payment acceptance
- ✓ Fare capping
- ✓ Virtual Breeze card
- ✓ Retail network integration



Foundation Requirements - Operations



- ✓ Integration with other MARTA systems (i.e. parking)
- ✓ Integration with current and potential regional partners
- ✓ Integrated Transit Management Association functions

Foundation Requirements – Costs

- ✓ Offboard fare payments and all door validators
- ✓ Proof of Payment systems
- ✓ Reduce and simplify TVMs
- ✓ Reduce cash while providing equity to all customers
- ✓ Upgrade faregates



Project Cost Drivers

- Actual costs will vary and must consider:

- ✓ Scope of project (system of record, integration, capabilities)
- ✓ Customer behavior and impact of fare policy
- ✓ Title VI implications

Capital Expenses	Operating Expenses
<ul style="list-style-type: none"> • Back office hardware and software • Fare media • Vending machines / fareboxes • Validators • Fare gates or turnstiles • Network/communications infrastructure • Station installations • Legacy system interfaces • Web and mobile 	<ul style="list-style-type: none"> • Bank card processor fees • Cellular or wireless network data access fees • Operations and maintenance services • Hosting services • Warranty • Retail network • Cash management

AFC 2.0 Roadmap



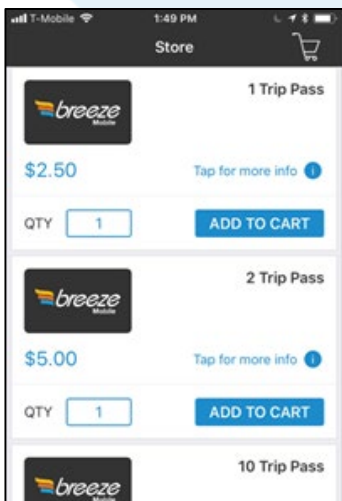
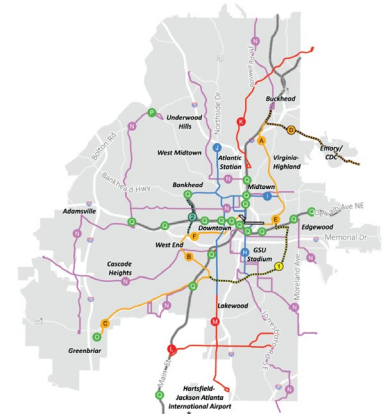
- Breeze Mobile 1.0
- Customer Journey Mapping
- Regional Fare Policy Coordination
- RFP for AFC 2.0
- Business Process Review



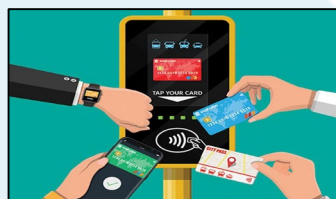
- Virtual Breeze Card
- Open Payments Accepted
- Breeze Mobile 2.0



- Summerhill Bus Rapid Transit Begins
- Replace fareboxes
- Launch TMA business website



- Award AFC 2.0 contract
- Design review for new system
- Adjust fare policy



- Account based system available
- New hardware installation
- Retail network available
- Breeze Card 2.0



- AFC 2.0 Revenue service acceptance
- Prepare for BRT/LRT expansions
 - Platform validators
 - Rear Door boarding

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DISCUSSION

